ISS BOARD MEETING

APRIL 17, 2018

A meeting of the ISS Board was held on April 17, 2018 at 9:00 AM in Conference Room 1A at the Hamilton County Judicial Center.

Board Member Present:

Kent Ward, Surveyor Robin Ward, Assessor Mark Bowen, Sheriff

Amy Massillamany, County Council

Robin Mills, Auditor Tammy Baitz, Clerk

Others Present: Chris Mertens, IT Director; Chris Stice, Deputy Director/Parks; Carrie Melillo, Technical Administrative Assistant/Parks; Diana Cleland, Web Administrator; Ollie Schierholz, Court Administrator; Dan Stevens, Director of Administration, arrived at 10:10

Board Members Absent: Jennifer Hayden, Recorder; Judge William Hughes, Superior Court 3; Christine Altman, County Commissioner

Call to Order (9:03:52)

Tammy Baitz called the meeting to order at 9:03 AM and Connie Garrett recorded the minutes. A quorum was present.

Approval of minutes from the January 16, 2018 ISS Board Meeting (9:03:58)

The minutes were approved as submitted.

Windows 10 Update (9:04:28)

The pilot in the Clerk's office went extremely well but, in the Courts, ISS started running into problems with failure and rolling back to Windows 7 while some computers were reporting they had the wrong language and had changed from US to International. It doesn't impact the user; just delays the upgrade. Mertens instructed his staff to move forward with upgrades and just keep track of the ones that fail. The Sheriff's office is nearly done with upgrades and moving everyone to OneDrive. Those on OneDrive will now have the ability at the user level to do their own restore if they were to mess something up on OneDrive and it also protects us from Ransomware. If the users' files get encrypted, you could immediately go back one day to restore. If you have a -14 machine, that means it was put in place in 2014 so those will be replaced instead of upgraded. Mertens would like to get on a regular refresh cycle so nothing is over four years old. The replacement desktops will be Dell this time because they offered to do the imaging at no cost, saving the County \$3,000.

Cyber Security (9:10:10)

Phishing Exercise - We had Rook Security do two phishing campaigns last month, each one targeting about half of the user base. One was regarding quarterly bonuses and the other was about password security. 30% of our users opened the e-mail and clicked on the link. 24% gave up their user ID and password. There is another company that some counties and cities in the State use called KnowBe4. Our contract with Security Mentor is up in September so Mertens will look at KnowBe4 a little closer because they not only do training sessions, but they also do regular phishing exercises.

Mertens was instructed to send an e-mail to each user that gave up their username and password to let them know they need to be more careful. He will also send out an e-mail countywide saying that we did this exercise, and he will include statistics but not identify the users. Mertens was also asked to pull information to tying the users involved to their department and send that to the department heads/elected officials.

<u>Network Penetration Testing</u> - ISS was given additional grant money from EMA to do another penetration test of the network to make sure everything is still good in terms of someone attacking us from the outside.

Advanced Threat Analytics - We have fully implemented a piece of software on each domain controller called Advanced Threat Analytics. When an employee logs in, or does anything, all that traffic goes through domain controllers. This software watches all that behavior and essentially, the analytics piece of the name, learns who every user is and their normal behavior on the network. If you were to get a Ransomware and all your files are changed and your normal behavior says you only access 20 files a day, it will immediately flag that and send an alert to ISS.

Personnel Update (9:27:28)

A new GIS Analyst, Steve Sanford, was hired and will start May 7, 2018. He has experience in County and City Government, has a good background in GIS and is highly qualified.

The Senior System Administrator position is posted. Scott Ligler and Michael Carter will go through interviews at the same time since there are two openings. Also posted this week is the new position that got approved last year, Project Manager. Looking ahead at Julie Crask's retirement, that position will probably be posted around July. She has agreed, if necessary, to be available after retirement.

Web Update (9:33:04)

Social Media Policy - When working with Dan Stevens on the Social Media Policy, Diana Cleland updated it so that any reference to the Web Committee now refers to the ISS Board. Based on a conversation at a previous ISS Board Meeting, Cleland amended the policy to allow two-way conversations on the Social Media accounts that are being archived. Cleland pointed out that this was discussed but not approved since there were two philosophies and no consensus. Mertens had sent a note out to MIX members asking what their population was and how did they handle social media; did they have a dedicated PR person to handle their social media. He will send the results to the ISS Board. After much discussion, Chris Stice summed it up when he said that the Parks Department only responds to the questions that are answered with facts and for getting out information. They use it to provide a resource and a service. According to the data he receives, this how the 30-year old and less group, get their information. That is how they communicate so if you want to reach that demographic, it all points to the social media world and we need to respond to that as a public servant, a provider of public services. For the agencies that have social media in place, we want to make sure that it is okay for them to respond to questions/posts they get. Mills made the motion to give those agencies that need it and want it, two-way communication. Mertens asked for a vote. Schierholz seconded Mills' motion. All were in favor.

<u>Social Media Request (Instagram – Parks)</u> – A document regarding social media advertising was handed out and is attached to go with the Parks Department's request to start using Instagram as a

platform that we have never used in the past. Massillamany made a motion in favor of. Mills seconded it, all were in favor.

Web News (10:08:14)

A copy of Hamilton County Web News was handed out.

Posse/Winchester Update (10:08:59)

There was a bit of a delay moving live on Phase 1 but all the information coming back to Mertens has been positive. Kenton Ward said that it has not made things easy. What once took 1 step now takes 7 steps. In Posse, the notification letters that are sent out to property owners when the County is going to be on their property, were generated and sent out to the property owners. Now it only prints the letter. Mills said that it is good ISS watches the budget but if it is something that is needed, Mertens needs to have other departments affected go to Council for more funds.

Unplanned Downtime (10:15:08)

One evening after hours, we had a power outage in Noblesville. A UPS sent an alarm that no power was coming in. Jason and Zach had enough time to get here, shut everything down and by that time the power came back on, so they brought it all back up. The next day there was a lightning storm that came through and affected one of the closets on the second floor which tripped the UPS, powering off the switches. This is exactly what it should do so it doesn't impact or damage the switches. ISS just brought those switches back up and the closet was back online.

Other Business (10:16:21)

- In the past, we would pass older PC's and laptops to some of the smaller communities north of us, including Cicero. Cicero is now buying their own computers for police and fire, but we are still providing support. We are also providing Netmotion licenses and the RSA tokens for dual factor authentication. The licenses are \$150 \$200 each and the tokens are \$30 \$50 each depending on the quantity you buy. They have grown from 4-5 laptops to 27. Cicero has offered to help pay for these items but Mertens isn't sure how to go about having that offset our cost. Do we need to do an interlocal? Dan Stevens suggested Mertens summarize that in a memo to the Commissioners.
- Kent Ward asked if the discussion was ever finalized on the closing protocol. Stevens said we are going back to an updated phone tree. EMA will be responsible for sending out the alert at the same time.

Next meeting – July 17, 2018 at 9:00 AM

The meeting was adjourned at 10:21 AM.

Social Media Advertising

-Amount of money you spend per click can range from .10 cents to \$1.10 per click. You can set the price rate, and how much you want to spend per advertisement.

Our findings with Hamilton County Tourism and Facebook Advertisements

May 31 - December 27th

Total Ads: 20 Ads

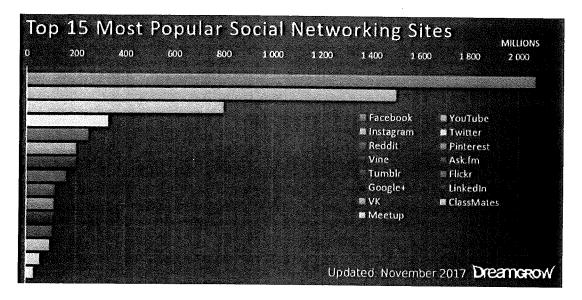
We have reached 164,219 people (how many people have seen the ads), and 366,311 impressions (how many times the posts were seen total).

Reach	Impressions	Amount Spent (USD)	People Taking Action
164,219	366,311	\$2,964.90	8968

- -Target specific audience per post and adjust as we find new and improved information for future ads
 - -Found that most of our traffic was coming from Noblesville, so we modified our reach efforts to build awareness in other nearby cities or in different communities in Hamilton County. (ex: Carmel, Fishers)
 - -Indianapolis is our second highest active audience on our Facebook page.
- -In 2017 we paid \$2,229 for 11 ads in The Times to reach 5,000 readers
 - -Compared to the 20 Facebook ads in less than 7 months' time span.
 - -With print ads we are not guaranteed the reader is:
 - -1. Opening up the newspaper
 - -2. Viewing HCPR advertisement
 - -3. Responding with the advertisement (ie: going to website to find more information, calling office for more information)
- -We had 8,968 users on Facebook acting and clicking on our provided link. (Not including follow up phone calls.)
- -Since January 1, 2017 the HCPR Facebook page has grown by 2,430 likes.
 - -17.59% were from advertisements

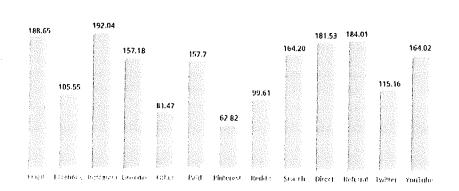
Instagram

- -Social Media Platform for photos and videos using visuals to connect to audience
- Instagram has over 800 million monthly active users, and 500 million daily users.
- -Instagram is the third most popular Social Networking Site



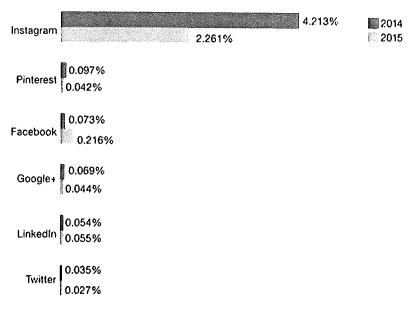
-Instagram users are the highest ranked engaged users

Which Channels Bring The Most Engaged Traffic? **Average Seconds on Site Per Visit**



Data Driver: by

User interactions with brands as a percentage of brands' fans or followers



Base: 27 to 48 large brand pages on social sites

Source: Forrester's Q1 2014 US Top 50 Brands Social WebTrack and Forrester's Q1 2015 US Top 50 Brands Social WebTrack

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Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

Instagram users are active.

- -4.2 billion posts "liked" per day
- -95 million posts are shared per day

Age Factor for Instagram

-59% of Instagram users are under the age of 30

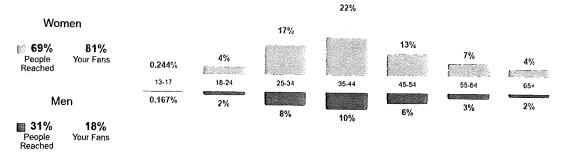
(In Hamilton County 7.5% are ages 18-24 and 27% are 25 – 44 years old)

- -HCPR lowest audience reach is 13-24 years old on Facebook (both male and female).
 - -Decreased young adult users on Facebook.
 - -HCPR goal is to increase this audience more through Instagram.

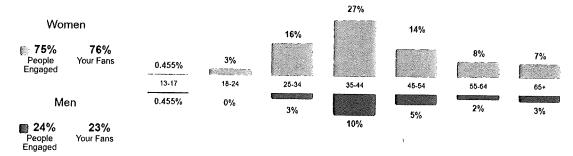
See graphs below.

- -Lowest percentage of engaged users ages 13-24-year old
 - -In Facebook Users who have seen HCPR page content or talked about the HCPR page, the lowest percentage for both Male and Female users are of the age groups 13 24 years old.

The number of people who have seen any content associated with your Page by age and gender grouping.



The number of People Talking About the Page by user age and gender.



The most successful types of posts HCPR has on Facebook are videos and photos.

- Instagram is a social media platform that strictly uses photos and videos. Engagement rates are higher with use of photos and videos.

The success of different post types based on average reach and engagement.

Show All Posts ▼		Reach Post Clicks Reactions, Comments & Shares i	
Турв	Average Reach	Average Engagement	
Shared Video	2,450	171	
Photo	1,302	23 13	
& Link	1,029	41 9	
Status	654	10 ME 5 E	

Hamilton County Web News

By Diana Cleland, Web Administrator

April 16th, 2018

Public Submissions: 2,268 online submissions completed in first quarter.

Property and Tax Reports (version 3): Completed

This version includes enhancements to the Deductions Report, and to the Search functionality. We also added logic to deal with missing Ownership data.

Property and Tax Reports, Annual updates: 75% Completed Updates for Tax Payments, Tax Statements, Comparison reports, Special Assessments, and Reconstruction Drains completed.

Awaiting update of Assessment Reports (property cards)

SharePoint Implementations:

Various: Migration of Training and Certificates to 365. Completed

EMA: Assistance with SharePoint Workflows. Completed

Sheriff: Migration of Sheriff's Communications Site Completed

EMA: LEPC Membership Form: Public form to SharePoint - Pilot Project Completed

Sheriff: Request for Outside Employment. Under Review.

Surveyor: New SharePoint site including large migration of documents. Completed

Online Form Submissions:

We are seeking additional forms for online submissions. We are working on:

Sheriff – Citizens Academy Application - Completed

EMA – Prospective Volunteer Packet – 2 large form submissions with Digital

Signatures. On hold for updated documents from EMA

Auditor: Change of Address - under review Courts - Jury Deferral Request - Completed

Move to https: Completed

We moved 11 web sites to https so the traffic is encrypted.

GIS Maps: Removed website dependencies on old GIS services. Completed

PCI Compliancy: 80% Complete

Allows us to accept Credit card payments.

Required Annual Review has been submitted. Annual training video completed. Final training method schedule for early May.

Outrider/Winchester: 20% Completed

Testing and implementing Outrider as agencies transition to Winchester.